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Daniel

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(54) **SYSTEM AND METHOD FOR CONDUCTING SEARCHES AND DISPLAYING SEARCH RESULTS**

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Related U.S. Application Data

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(51) **Int. Cl.**
G06F 17/30 (2006.01)

(52) **U.S. Cl.**
CPC ***G06F 17/30864*** (2013.01); ***G06F 17/30554*** (2013.01)

(58) **Field of Classification Search**
None
See application file for complete search history.

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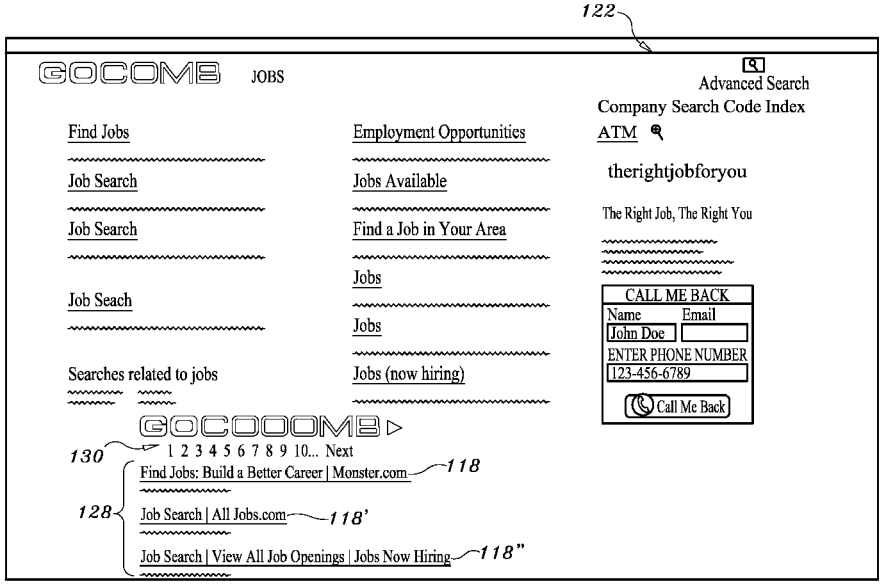
(57) **ABSTRACT**

The various embodiments of systems described comprising of interfacing with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search; simultaneously searching the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query; displaying concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search and indexing the search results in paginated format of predetermined length with a predefined number of search results viewable as a preview by a mouseover of at least one page number as displayed on the search results page.

21 Claims, 13 Drawing Sheets



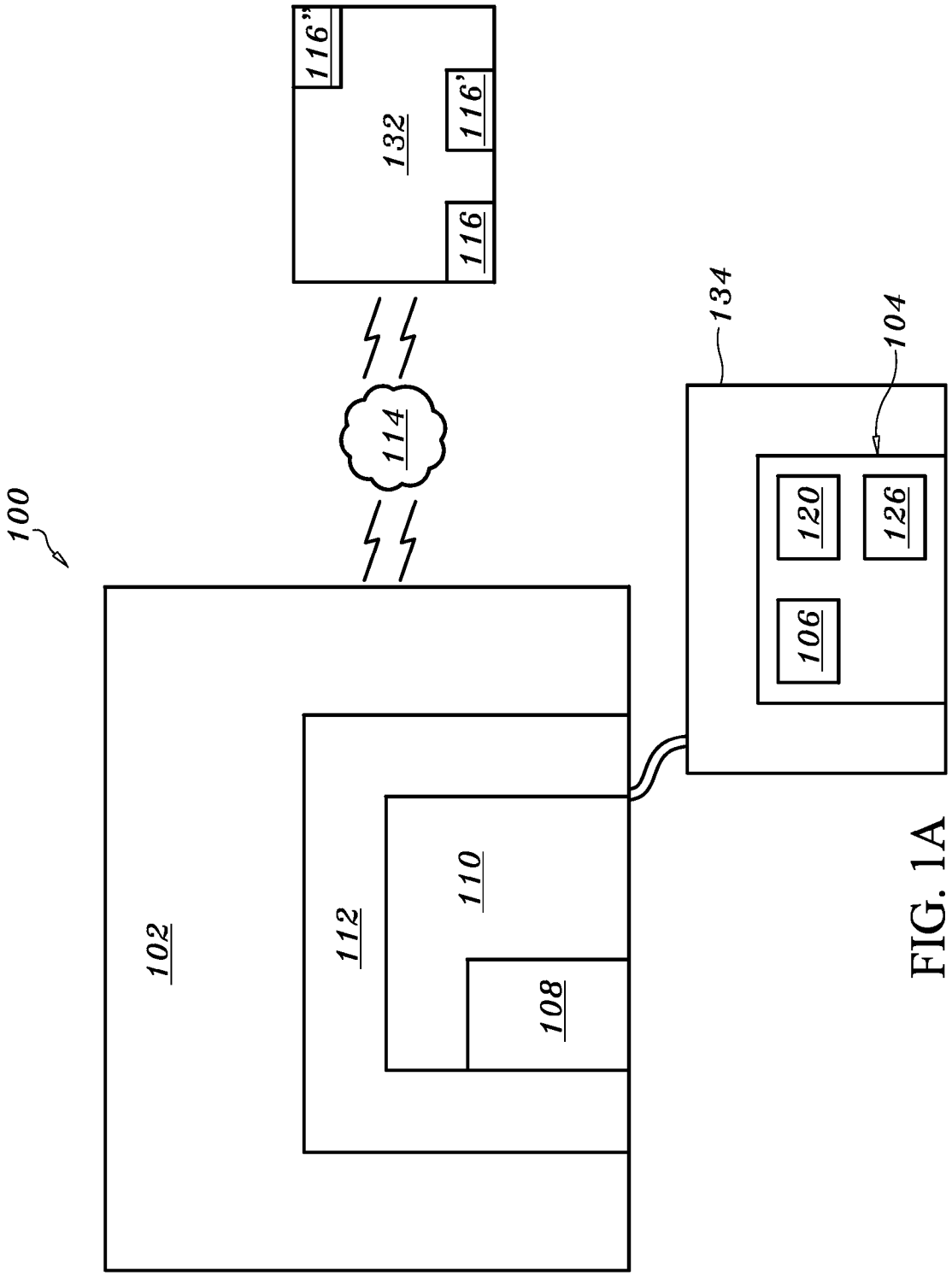


FIG. 1A

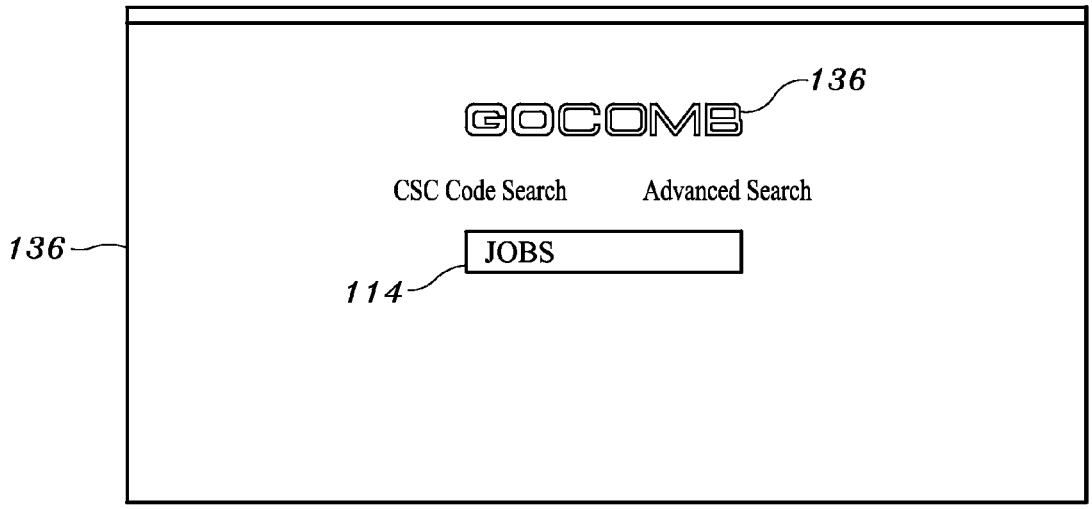

136
GOCOMB
CSC Code Search
Advanced Search
136
JOBS
114

FIG. 1B

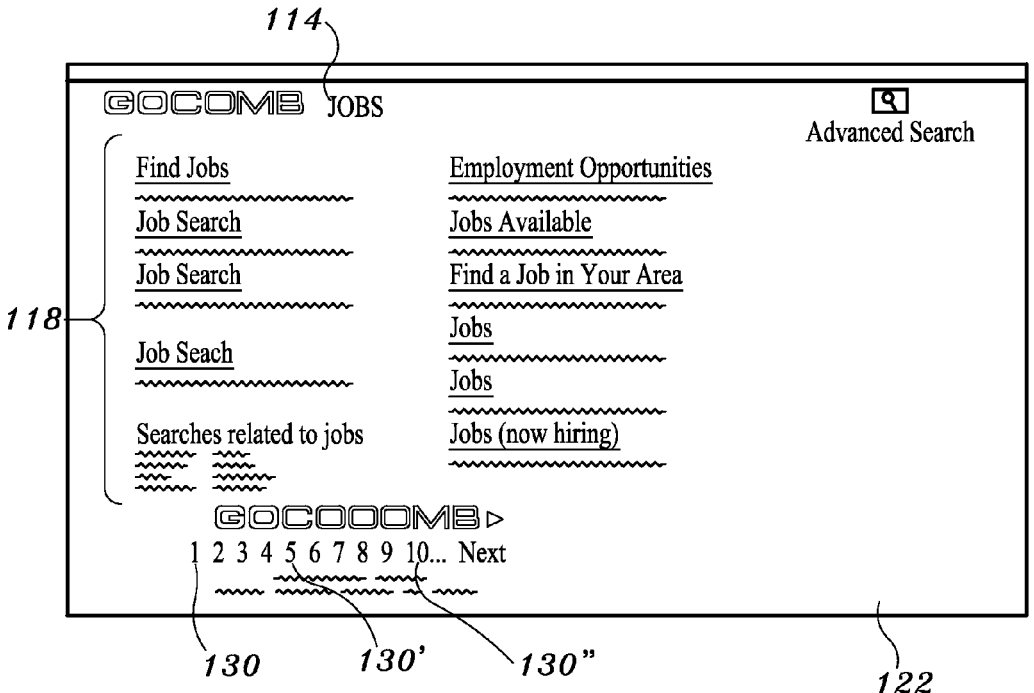

114
GOCOMB
JOBS
Advanced Search
Find Jobs
Job Search
Job Search
Job Seach
Searches related to jobs
Employment Opportunities
Jobs Available
Find a Job in Your Area
Jobs
Jobs
Jobs (now hiring)
118
GOCOOOOMB
1 2 3 4 5 6 7 8 9 10... Next
130
130'
130"
122

FIG. 1C

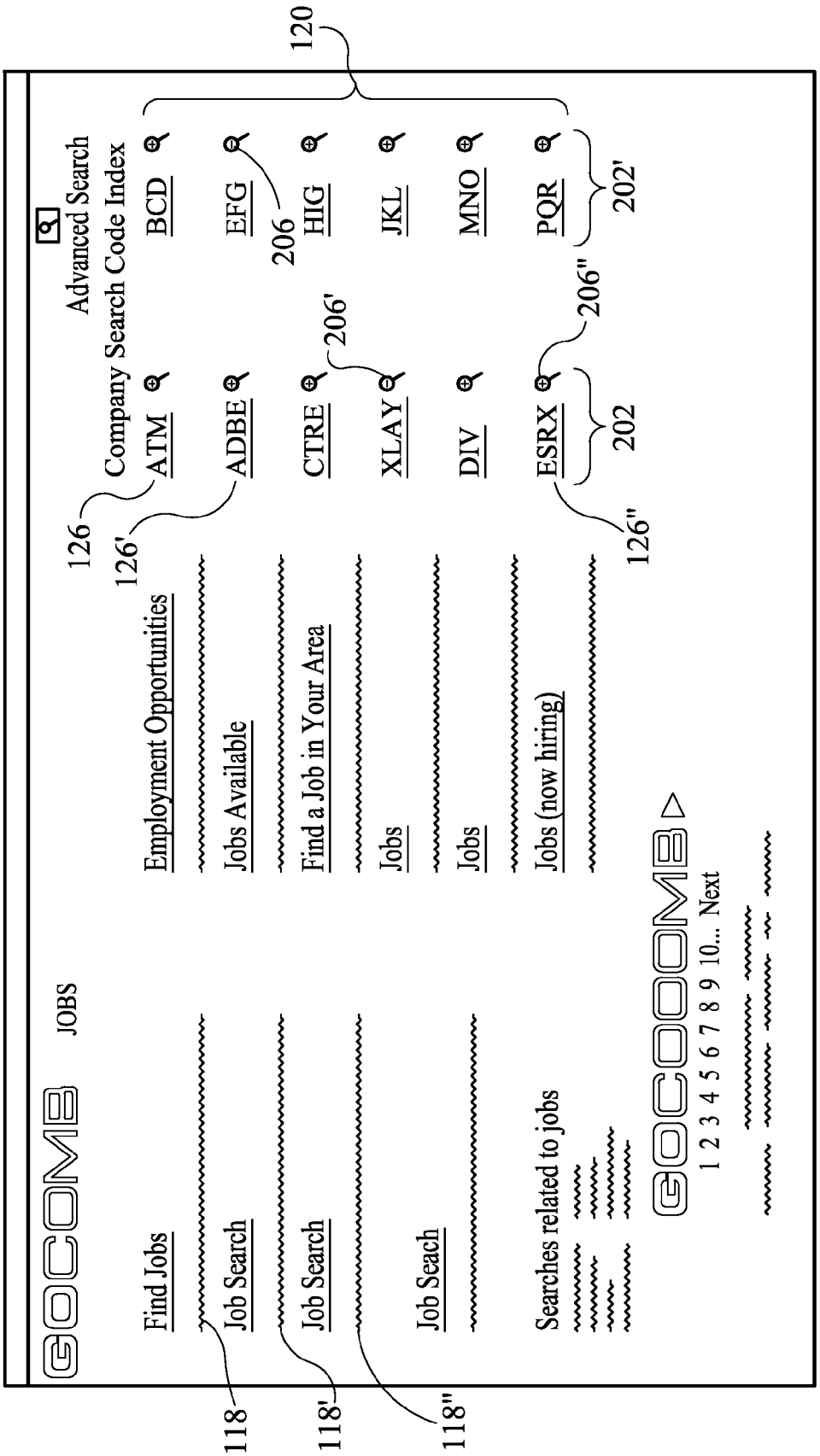

GOCOMB
JOBS
Advanced Search
Company Search Code Index
Find Jobs
Employment Opportunities
Jobs Available
Find a Job in Your Area
Jobs
Jobs
Jobs (now hiring)
Searches related to jobs
ATM
ADBE
CTRE
XLAY
DIV
ESRX
BCD
EFG
HIG
JKL
MNO
PQR
1 2 3 4 5 6 7 8 9 10... Next
GOCOMB
118
118'
118"
126
126'
126"
120
206
206'
206"
202
202'

FIG. 2

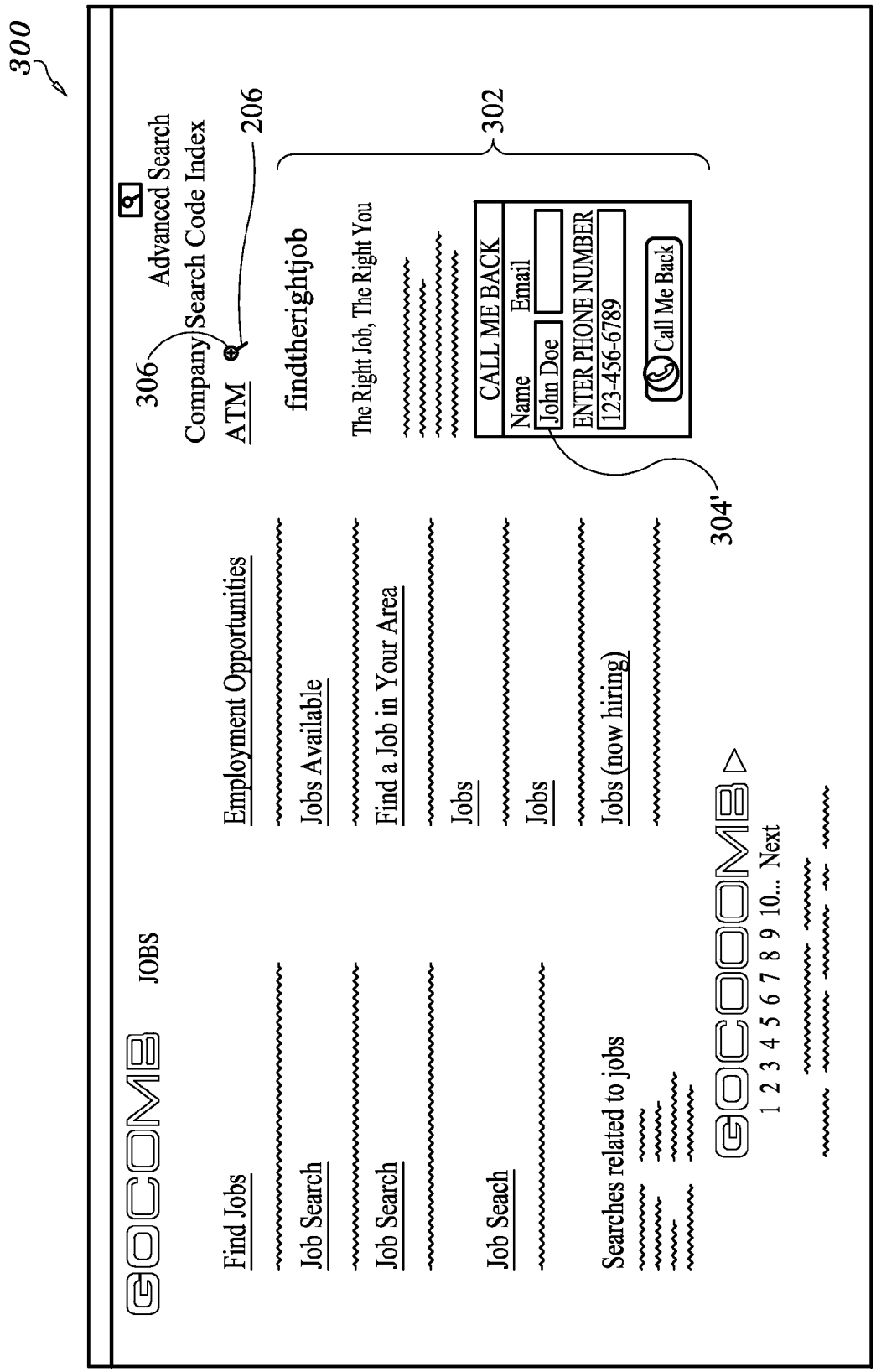

300
GOCOMB
JOBS
Advanced Search
306
Company
Search Code Index
ATM
206
Find Jobs
Employment Opportunities
findtherightjob
Job Search
Jobs Available
The Right Job, The Right You
Job Search
Find a Job in Your Area
Jobs
Job Seach
Jobs
CALL ME BACK
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Call Me Back
302
304'
Searches related to jobs
Jobs (now hiring)
GOCOMB
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3A

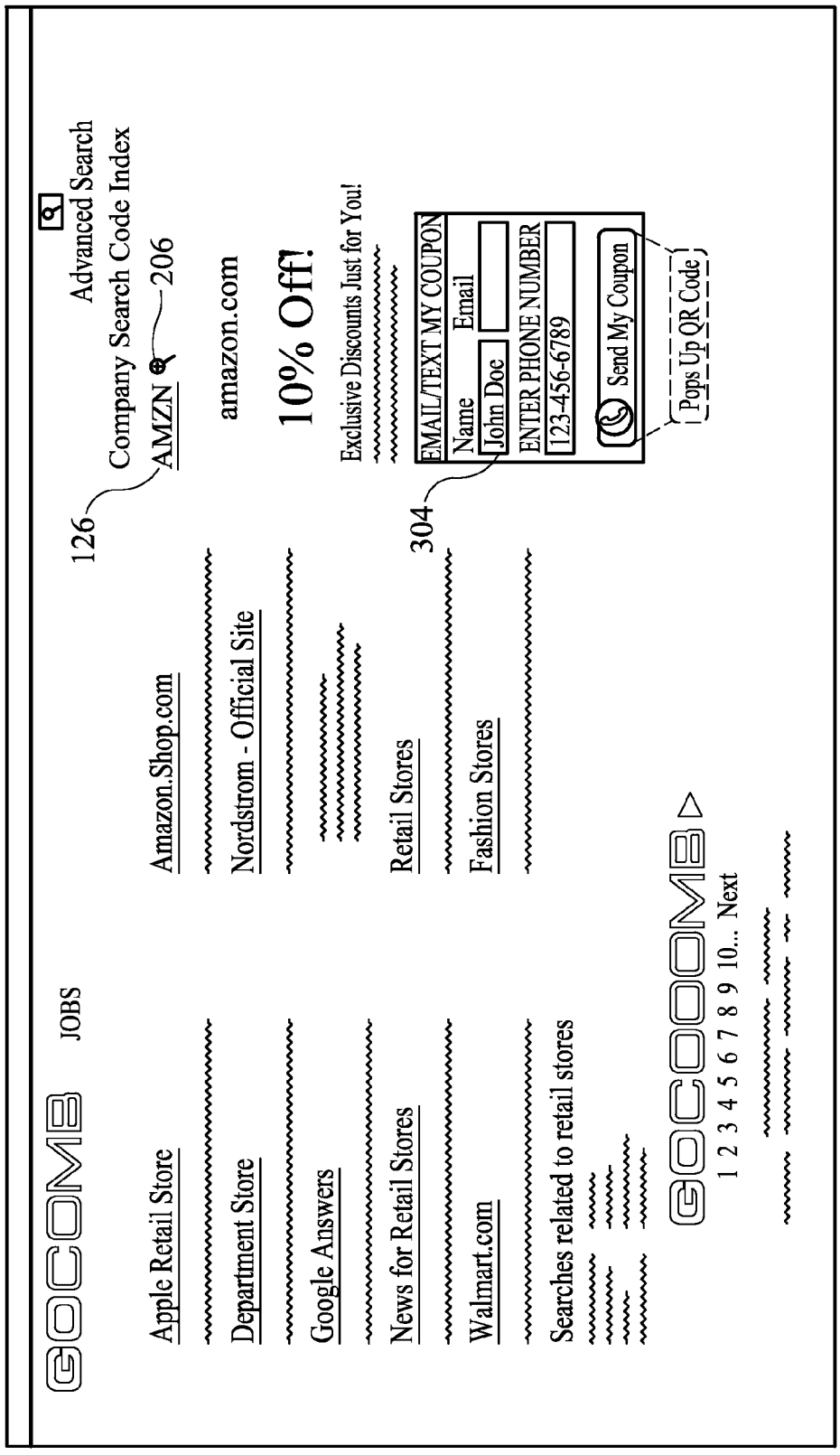

300
GOCOMB
JOBS
Advanced Search
Company Search Code Index
126
AMZN
206
Apple Retail Store
Amazon.Shop.com
amazon.com
Department Store
Nordstrom - Official Site
10% Off!
Google Answers
Exclusive Discounts Just for You!
News for Retail Stores
Retail Stores
304
EMAIL/TEXT MY COUPON
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Send My Coupon
Pops Up QR Code
Walmart.com
Fashion Stores
Searches related to retail stores
GOCOMB
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3B

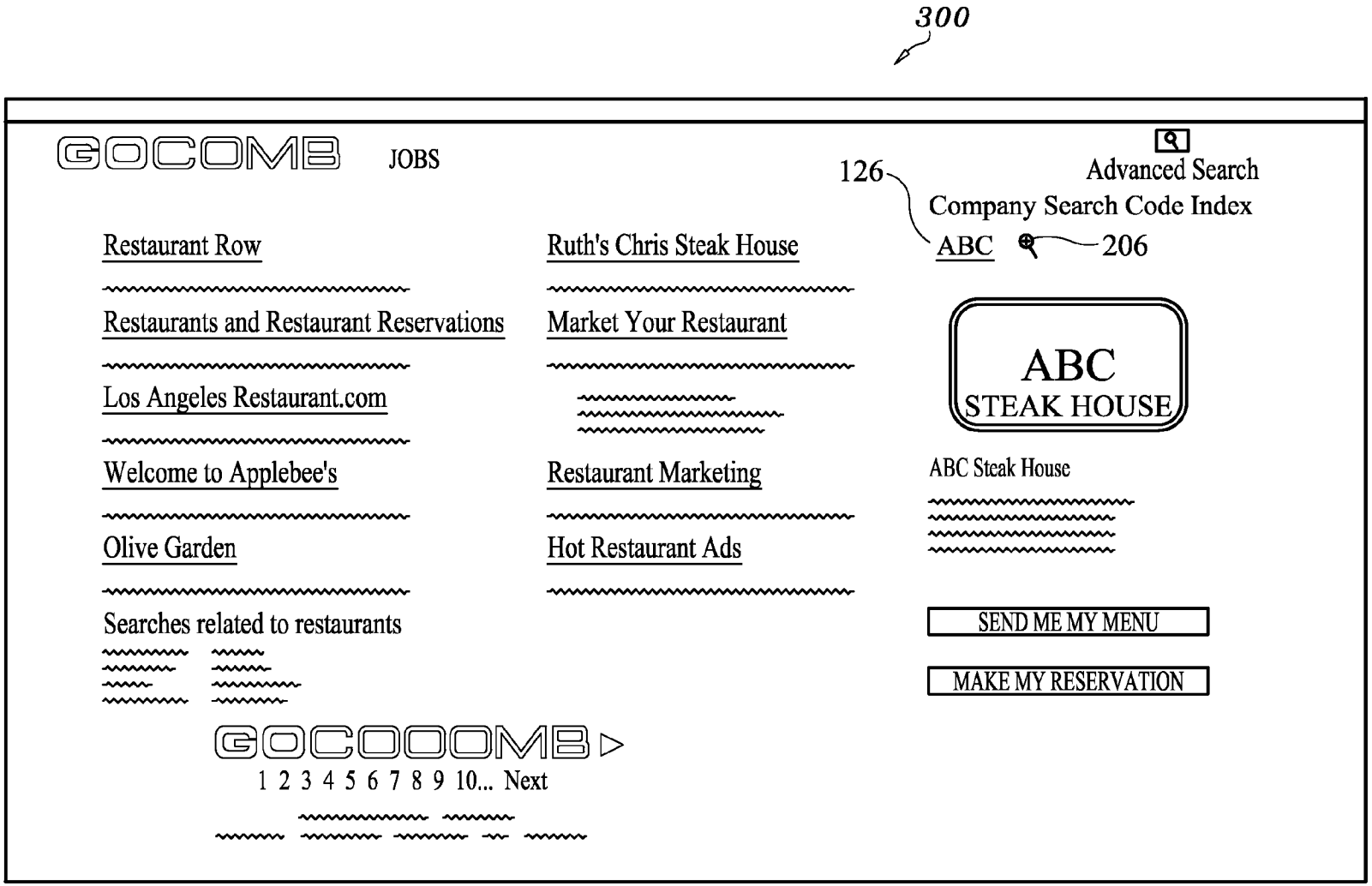

300
GOCOMB
JOBS
126
Advanced Search
Company Search Code Index
ABC
206
Restaurant Row
Ruth's Chris Steak House
Restaurants and Restaurant Reservations
Market Your Restaurant
Los Angeles Restaurant.com
ABC
STEAK HOUSE
Welcome to Applebee's
Restaurant Marketing
ABC Steak House
Olive Garden
Hot Restaurant Ads
Searches related to restaurants
SEND ME MY MENU
MAKE MY RESERVATION
GOCOOOMB ▷
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3C

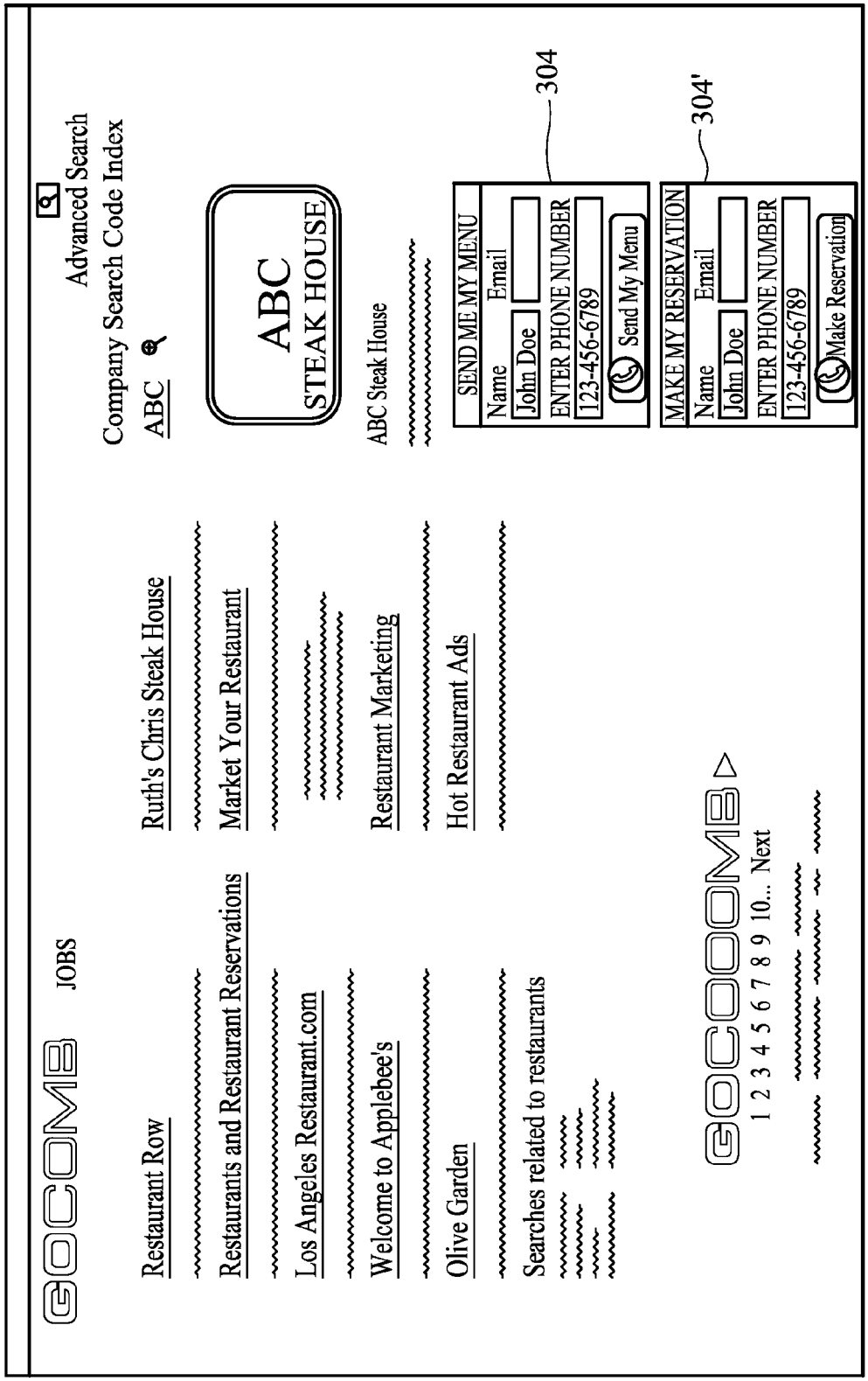

300
GOCOMB
JOBS
Advanced Search
Company Search Code Index
Restaurant Row
Ruth's Chris Steak House
Restaurants and Restaurant Reservations
Market Your Restaurant
Los Angeles Restaurant.com
Welcome to Applebee's
Restaurant Marketing
Olive Garden
Hot Restaurant Ads
Searches related to restaurants
ABC
STEAK HOUSE
ABC Steak House
SEND ME MY MENU
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Send My Menu
304
MAKE MY RESERVATION
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Make Reservation
304'
GOCOMB
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3D

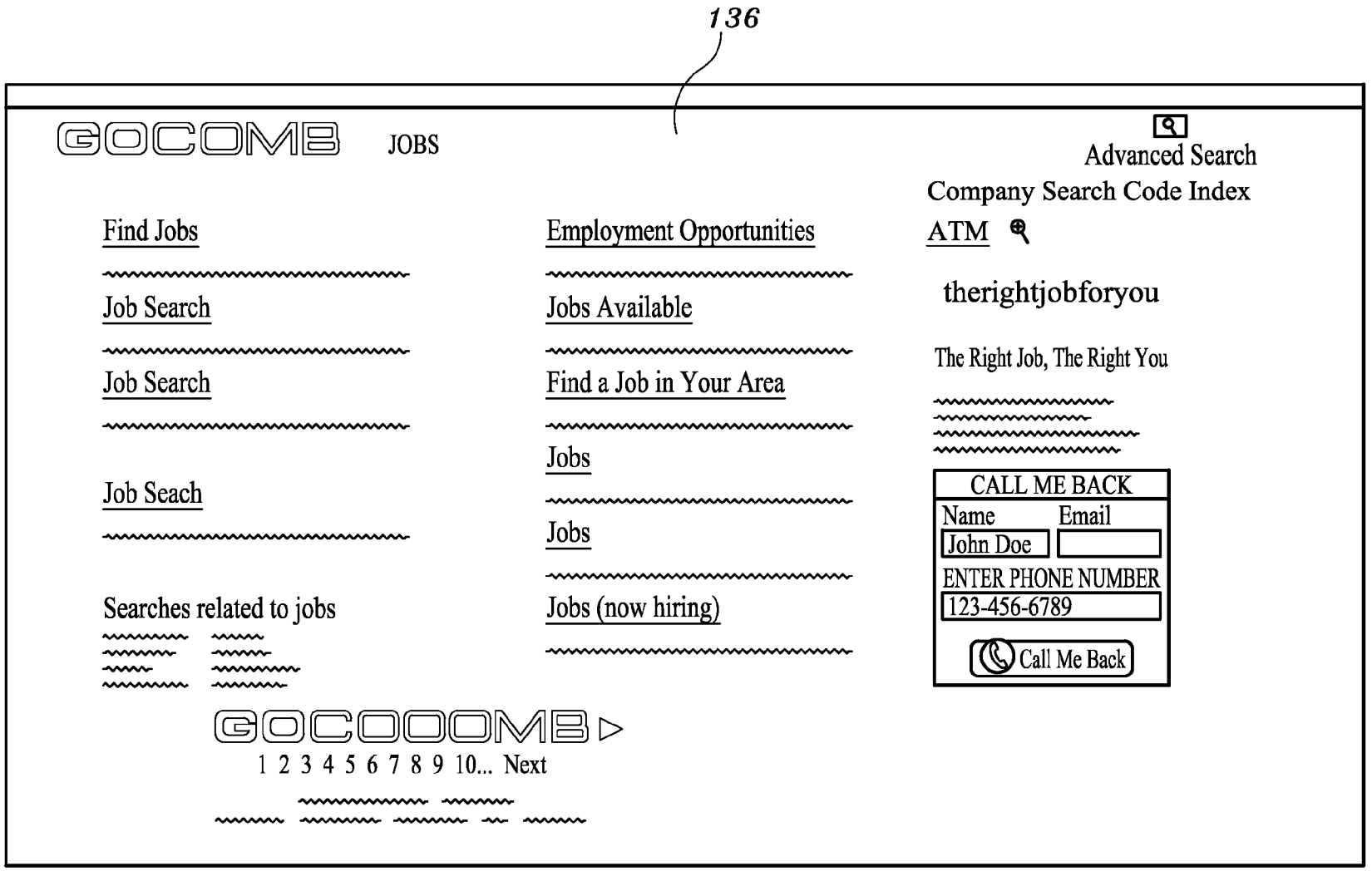

136
GOCOMB
JOBS
Advanced Search
Company Search Code Index
ATM
Find Jobs
Job Search
Job Search
Job Seach
Searches related to jobs
Employment Opportunities
Jobs Available
Find a Job in Your Area
Jobs
Jobs
Jobs (now hiring)
therightjobforyou
The Right Job, The Right You
CALL ME BACK
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Call Me Back
GOCOOOMB
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3E

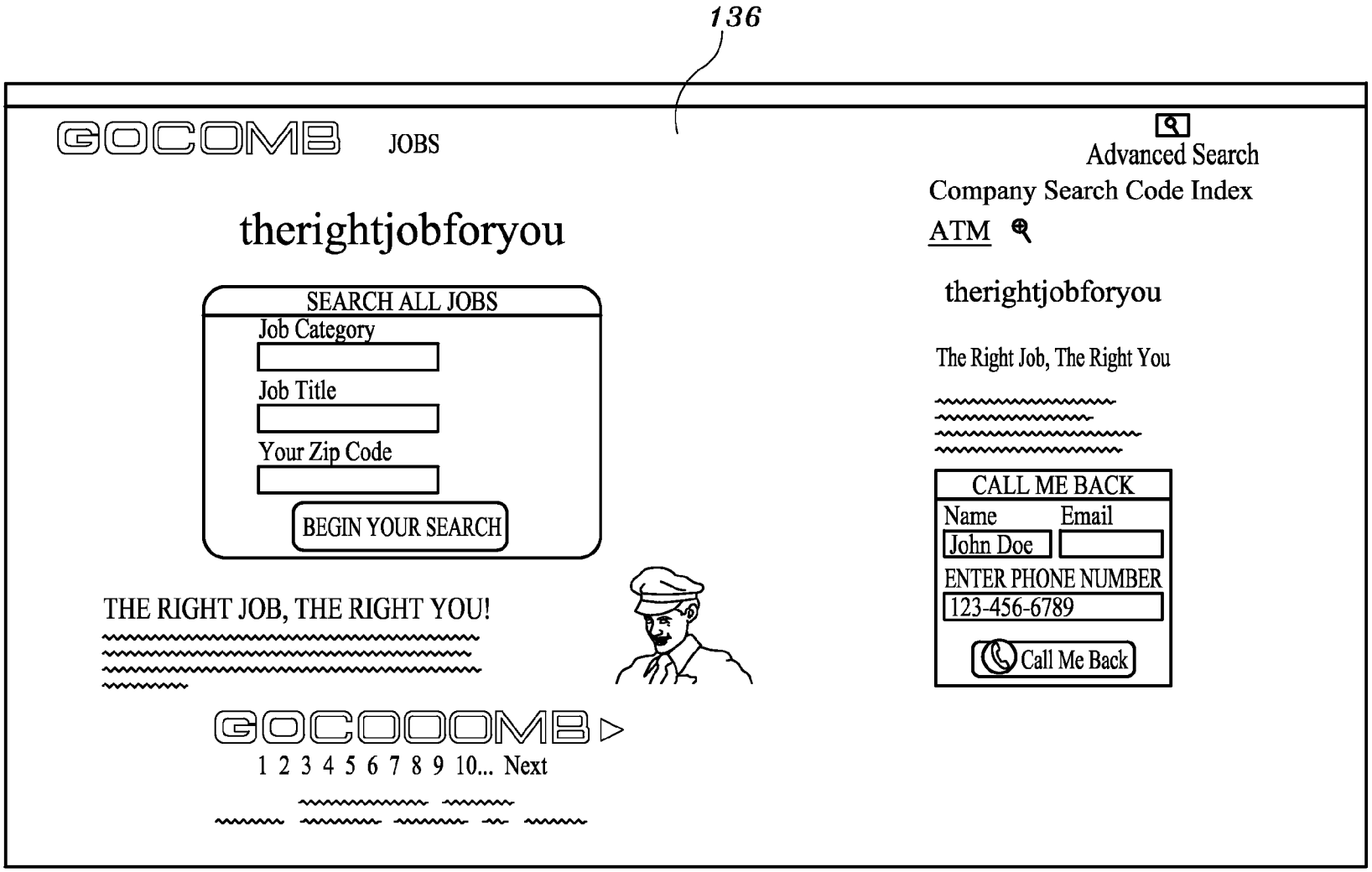

136
GOCOMB
JOBS
Advanced Search
Company Search Code Index
ATM
therightjobforyou
SEARCH ALL JOBS
Job Category
Job Title
Your Zip Code
BEGIN YOUR SEARCH
therightjobforyou
The Right Job, The Right You
CALL ME BACK
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Call Me Back
THE RIGHT JOB, THE RIGHT YOU!
GOCOOOMB
1 2 3 4 5 6 7 8 9 10... Next

FIG. 3F

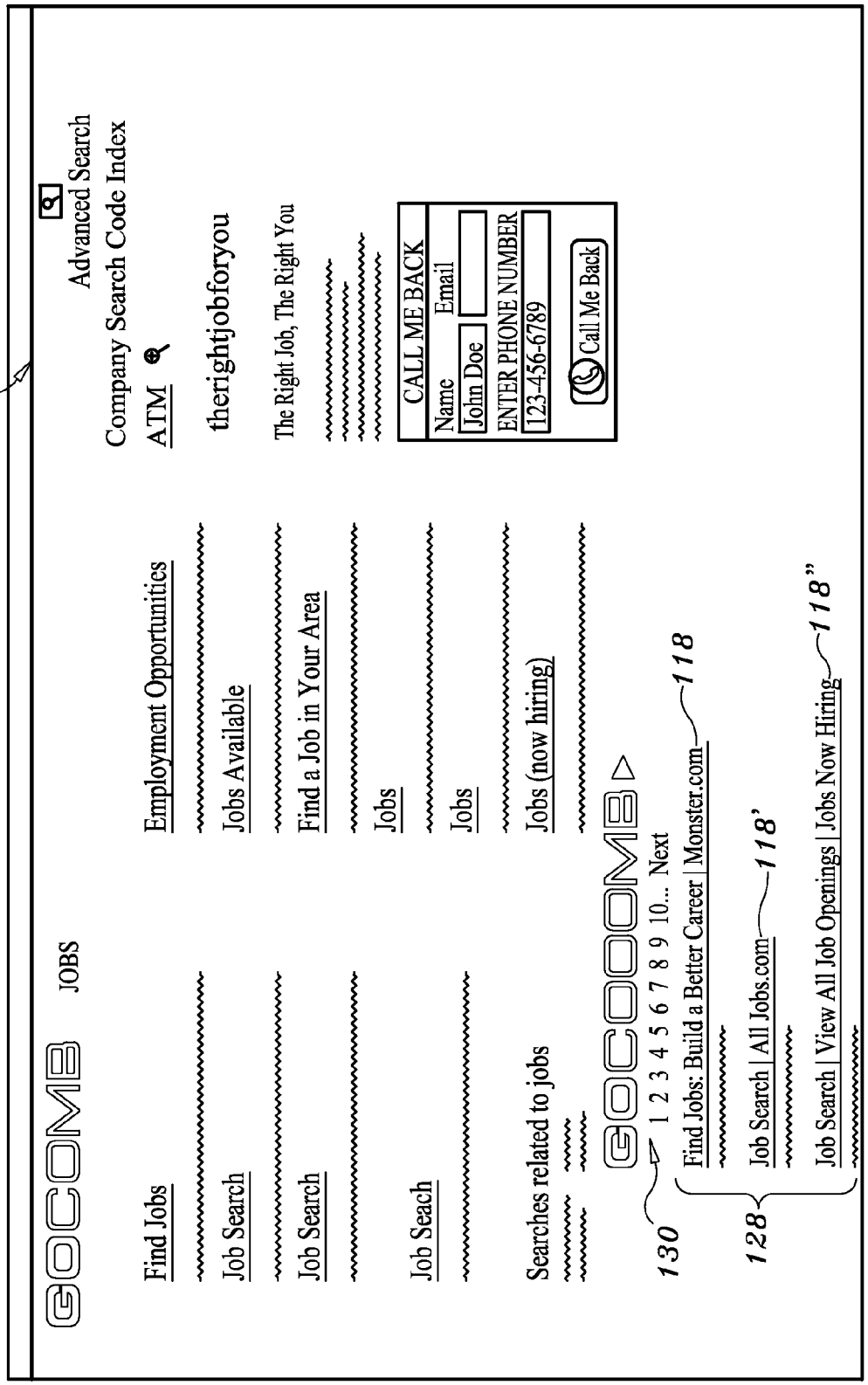

122
GOCOMB
JOBS
Advanced Search
Company Search Code Index
ATM
therightjobforyou
Find Jobs
Employment Opportunities
Job Search
Jobs Available
Job Search
Find a Job in Your Area
Job Seach
Jobs
Searches related to jobs
Jobs
Jobs (now hiring)
The Right Job, The Right You
CALL ME BACK
Name
Email
John Doe
ENTER PHONE NUMBER
123-456-6789
Call Me Back
GOCOMB
1 2 3 4 5 6 7 8 9 10... Next
130
Find Jobs: Build a Better Career | Monster.com
118
128
Job Search | All Jobs.com
118'
Job Search | View All Job Openings | Jobs Now Hiring
118"

FIG. 4

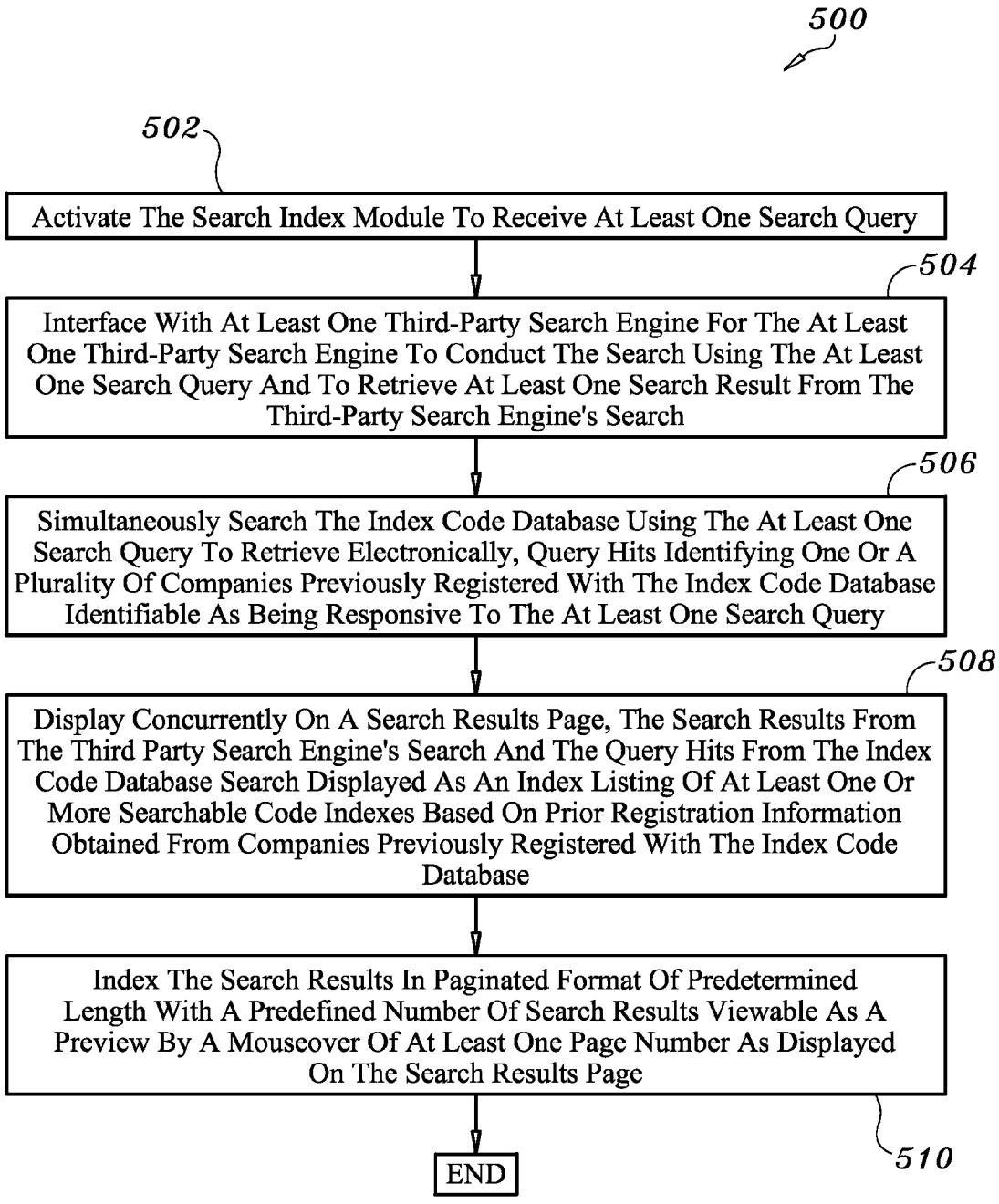

500
502
Activate The Search Index Module To Receive At Least One Search Query
504
Interface With At Least One Third-Party Search Engine For The At Least One Third-Party Search Engine To Conduct The Search Using The At Least One Search Query And To Retrieve At Least One Search Result From The Third-Party Search Engine's Search
506
Simultaneously Search The Index Code Database Using The At Least One Search Query To Retrieve Electronically, Query Hits Identifying One Or A Plurality Of Companies Previously Registered With The Index Code Database Identifiable As Being Responsive To The At Least One Search Query
508
Display Concurrently On A Search Results Page, The Search Results From The Third Party Search Engine's Search And The Query Hits From The Index Code Database Search Displayed As An Index Listing Of At Least One Or More Searchable Code Indexes Based On Prior Registration Information Obtained From Companies Previously Registered With The Index Code Database
Index The Search Results In Paginated Format Of Predetermined Length With A Predefined Number Of Search Results Viewable As A Preview By A Mouseover Of At Least One Page Number As Displayed On The Search Results Page
510
END

FIG. 5

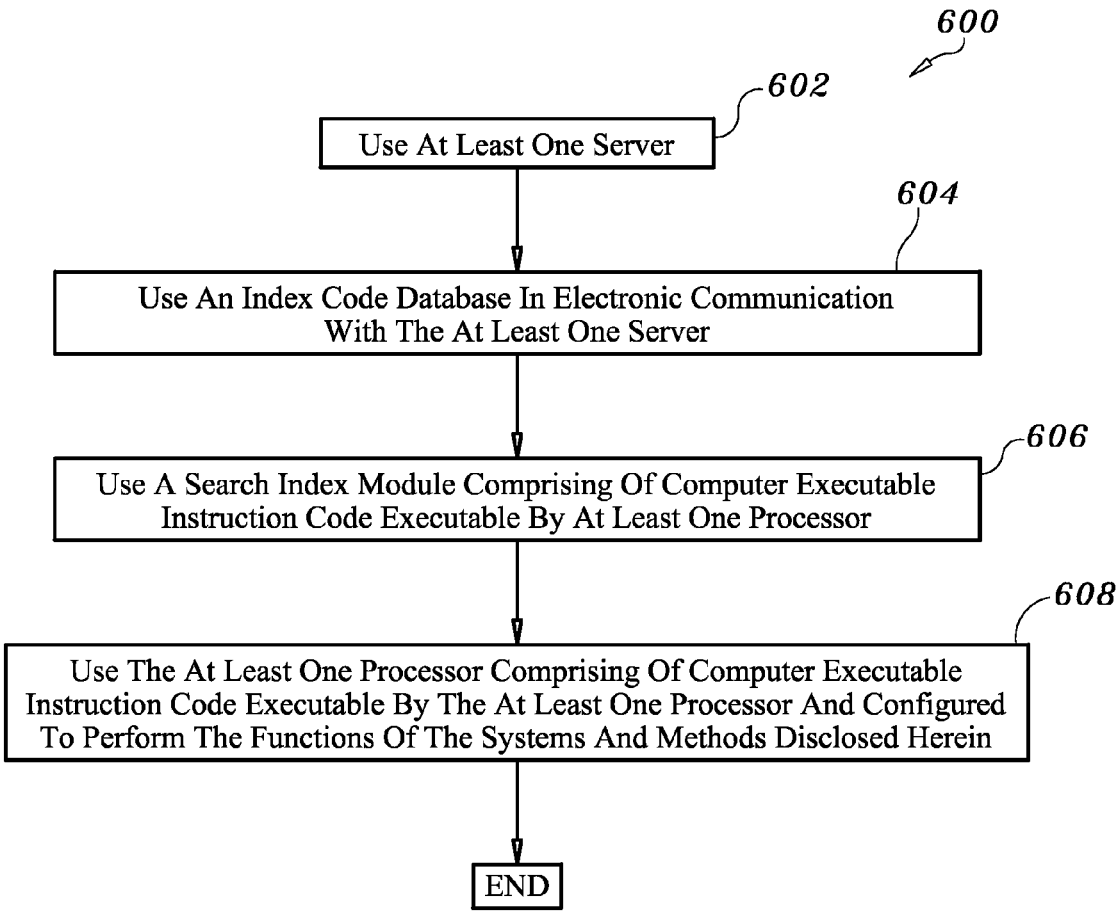

600
602
Use At Least One Server
604
Use An Index Code Database In Electronic Communication With The At Least One Server
606
Use A Search Index Module Comprising Of Computer Executable Instruction Code Executable By At Least One Processor
608
Use The At Least One Processor Comprising Of Computer Executable Instruction Code Executable By The At Least One Processor And Configured To Perform The Functions Of The Systems And Methods Disclosed Herein
END

FIG. 6

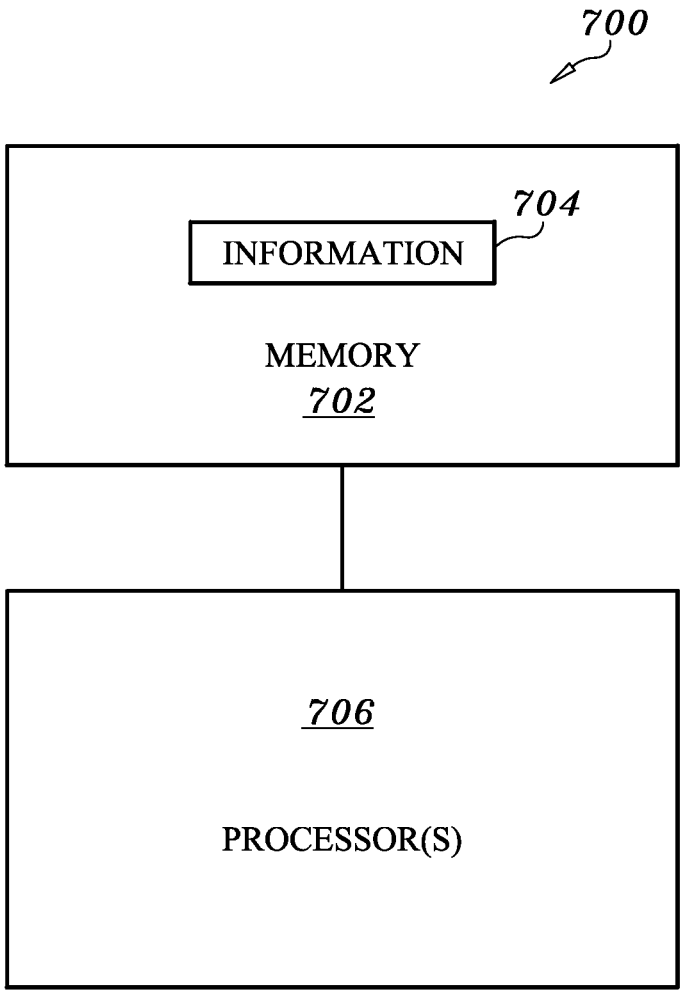


FIG. 7

SYSTEM AND METHOD FOR CONDUCTING SEARCHES AND DISPLAYING SEARCH RESULTS

PRIORITY CLAIM

This patent application is a continuation-in-part non-provisional patent application and claims priority to U.S. Provisional Application Ser. No. 61/525,262 titled "System And Method For Conducting Company Searches Using Company Code Index" filed Aug. 19, 2011; U.S. Provisional Patent Application Ser. No. 61/535,200 titled "System And Method For Providing Lead Generation" filed Sep. 15, 2011; and United States Continuation in Part Non-Provisional Application Ser. No. 13/589,015 titled "System And Method For Conducting Company Searches Using Company Code Index" filed Aug. 17, 2012 all of which are hereby incorporated by reference as if fully stated herein.

FIELD OF THE INVENTION

The present disclosure relates generally to electronic systems, apparatuses, and methods, and more particularly, to systems, methods, and various other disclosures related to conducting searches and displaying search results.

BACKGROUND OF THE INVENTION

Many companies advertise on the Internet and pay substantial amounts to optimize searches for their business with the various third-party search engines. Although certain statistical information is reported by the search engines, e.g. numbers of clicks, views, searches, etc., it is well known that the number of hits do not always translate into real business opportunities as there is no comprehensive system or method in place that allows the companies being reviewed to necessarily directly correlate a particular online "inquiry" with the need for feedback or follow-up. Thus, it would be helpful for businesses being reviewed to be able to have their advertisements or information concerning their goods or services displayed in a readily viewable manner that is effective and efficient. The system and methods described herein satisfies these long felt needs in a new and novel manner.

SUMMARY OF THE INVENTION

The various embodiments of systems described herein result from the realization that results from online searches and inquires about companies can be strategically aggregated to report additional information regarding potential buyers', investors' or employees' interests, and/or whether or not a follow up call is required. The system and methods described herein further provide for the registration and listing of companies on a searchable index listing whereby each company is assigned a unique company search code index displayable on at least one third-party search engine for additional review of the company's profile and/or searches. In doing so, an individual, purchaser, investor or potential employee can research the company's profile using the searchable code index and communicate his/her interest in the business through the system and method disclosed herein.

The system and method for conducting searches comprises of at least one server; an index code database in electronic communication with the at least one server; a search index module comprising of computer executable instruction code executable by at least one processor; and the at least one processor comprising of computer executable instruction code executable by the at least one processor and configured to perform any one or more of the following: activate the search index module to receive at least one search query; interface with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search; simultaneously search the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query; display concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search displayed as an index listing of at least one or more searchable code indexes based on prior registration information obtained from companies previously registered with the index code database; and index the search results in paginated format of predetermined length with a predefined number of search results viewable as a preview by a mouseover of at least one page number as displayed on the search results page.

Search results may include any one or more of the following: documents, news articles, advertisements, or images and the like and are provided for display with any one or more of the following: title, description, and electronic link to the source of the search result. Query hits are provided for display with any one or more of the following: code index, icon, key, preview and electronic link to the source of the index code database, or electronic link to a company directed website.

The system and method further comprises of computer executable instruction code executable by the at least one processor are further operative to receive and aggregate received search results from the third party search engine search, index the search results according to an hierarchical format for paginated display. Hierarchical format is dependent on any one or more of the following: number of hits received for the search query, relevance to the search query, or geographical location. Computer executable instruction code are further operative to access the link to the at least one preview of the predefined number of search results directly from the results page; link to the search result for the at least one preview for display; and display in full the search result for the at least one preview selected.

In some embodiments, system and method comprising of: activating the search index module to receive at least one search query; interfacing with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search; simultaneously searching the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query; displaying concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search displayed as an index listing of at least one or more searchable code indexes based on prior registration information obtained from companies previously registered with the index code database; and indexing the search results in paginated format of predetermined length with a predefined number of search results viewable as a preview by a mouseover of at least one page number as displayed on the search results page.

System and method further comprises of receiving and aggregating received search results from the third party

search engine search, and index the search results according to an hierarchical format for paginated display; displaying the search results; receiving a selection for a display of search results in full from at least one preview as shown on the results page; linking the search result for the at least one preview for display and displaying in full the search result for the at least one preview selected.

Accordingly, the various embodiments and disclosures described herein solve the limitations of the prior art in a new and novel manner.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1**A-**1**C show a system in accordance with one embodiment.

FIG. **2** shows a system in accordance with one embodiment.

FIG. **3**A-**3**F show a system in accordance with one embodiment.

FIG. **4** shows a system in accordance with one embodiment.

FIG. **5** describes a method according to an embodiment of the invention.

FIG. **6** describes a method according to an embodiment of the invention.

FIG. **7** is a block diagram representing an article according to various embodiments.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

Referring now to FIGS. **1**A-**1**C, a system **100** for conducting searches comprising of: at least one server **102**; an electronic index code database **104**, in electronic communication with the at least one server **102**, that is configured for storing at least one participating company's profile **106** thereon; a search index module **108** comprising of computer executable instruction code **110** executable by at least one processor **112** that is in electronic conmmunication with the at least one server **102**; and the at least one processor **112** comprising of computer executable instruction code **110** executable by the at least one processor **112** and configured to perform any one or more of the following: activate the search index module **108** to receive at least one search query **114**: interface with at least one or more third-party search engines **116**, **116'** for the at least one or more third-party search engine **116**, **116'** to conduct a search using the at least one search query **114** and to retrieve at least one or a plurality of search results **118**, **118'** from the third-party search engine's search: simultaneously search the index code database **104** using the at least one search query **114** to retrieve electronically, query hits **120** identifying at least one or a plurality of companies previously registered with the index code database **104** identifiable as being responsive to the at least one search query **114**; display concurrently on a search results page **122**, the search results **118**, **118'** from the third party search engine's search and the query hits **120**, **120'** from the index code database **104** search displayed as an index listing **124** of at least one or more searchable code indexes **126**, **126'** based on prior registration information obtained from companies previously registered with the index code database **104**; and index the search results **118**, **118'** in paginated format of predetermined length with a predefined number of search results **118**, **118'** viewable as a preview **128** by a mouseover of at least one page number **130** as displayed on the main search results page **122**, without having to further click on the page number **130** to be directed to a secondary results page **130** to view the search results **118**, **118'** in an expanded/full form.

In some embodiments, the computer executable instruction code **110** executable by the at least one processor **112** is operative to perform any one or more of the following: activate the search index module **108** to receive the at least one company's registration information to be displayed as a searchable code index **126** on the index listing **124**: convert a name of the at least one company to the searchable code index **126**; retrieve at least one company's searchable code index **126** responsive to the search query **114**; and retrieve the participating at least one company's profile **106** from the electronic index code database **104** for display as a searchable code index **126**. As used herein, "third-party search engine" **116** refers to application programs designed to search information on the world wide web, i.e. the Internet, with displayable results as web pages, images, other information and the like. Exemplary third-party search engines **116**, **116'** include but are not limited to YAHOO®, BING™, GOOGLE® and the like.

Server **102** may be any kind of server, such as a content management server, a computer sever, a content delivery network server, a DRM server, a search index server, and the like. Server **102** may be a remote server and may be connected to the electronic index code database **104** and/or the at least one processor **112** via a network **132**, such as the Internet.

System **100** also includes an electronic index code database **104** as are well known and used in the arts, configured for storing inter alia index listing **124**, at least one company's registration information that may include at least one company's profile **106**, and searchable code indexes **126**, **126'** for the registered companies stored thereon. Company's profile **106** may but is not limited to: name, company's URL, address, email, state and year of incorporation, as well as any other pertinent company information such as contact information for the board of directors, description of goods and/or services offered, product rolls outs, product roll out dates and times, market opportunities, job openings, and or any other relevant company information deemed important for public disclosure.

In some embodiments, search index module **108** may comprise of a software aspect, such as a computer program that comprises of computer executable instruction code **110**, a hardware aspect, such as an integrated hardware module or discrete hardware module, or a combination of hardware and software aspects. In some embodiments, search index module **108** may be a dongle, including, but not limited to a USB dongle or an HDMI dongle, and may be powered via a USB, HDMI, or external power supply.

Search index module **108** may be a software module or a hardware module and is configured to receive at least one participating company's registration information, wherein the at least one company's name is converted to a unique searchable code index **126** to be displayed on an index listing **124**. Search index module **108** also authenticates company's registration information and may be used to communicate relevant information to the server **102** for compiling statistical information for reporting or advertising purposes, registration information for fee collection purposes, pirated content tracking purposes, user experience customization services, collect subscriber information, e.g. subscriber demographics, geographic location, and the like. In some embodiments, search index module **108** may contain a unique subscriber identification module, wherein said module may be a software module or a hardware module, which may be used in the registration authentication process.

System **100** also includes at least one processor **112** in electronic communication with the at least one server **102**. Processor **112** may be any type of processor, such as, but not limited to, a central processing unit (CPU), a microprocessor, a video processor, a front end processor, a coprocessor, a single-core processor, a multi-core processor, and the like.

Processor **112** also includes computer executable instruction code **110**, where the computer executable instruction code **110** are operative to perform all the necessary functions for the system **100** and methods disclosed herein.

Computer executable instruction code **110** may be loaded directly on the server's processor **112**, or its storage means **134**. Computer executable instruction code **110** may be any type of computer executable instruction code **110**, which may be in the form of a computer program, the program being composed in any suitable programming language or source code, such as C++, C, JAVA, JavaScript, HTML, XML, and other programming languages. Computer executable instruction code **110** is operative to perform any one or more of the following: activate the search index module **108** to receive at least one search query **114**; interface with at least one or more third-party search engines **116**, **116'** for the at least one or more third-party search engine **116**, **116'** to conduct a search using the at least one search query **114** and to retrieve at least one or a plurality of search results **118**, **118'** from the third-party search engine's search; simultaneously search the index code database **104** using the at least one search query **114** to retrieve electronically, query hits **120** identifying at least one or a plurality of companies previously registered with the index code database **104** identifiable as being responsive to the at least one search query **114**; display concurrently on a search results page **122**, the search results **118**, **118'** from the third party search engine's search and the query hits **120**, **120'** from the index code database **104** search displayed as an index listing **124** of at least one or more searchable code indexes **126**, **126'** based on prior registration information obtained from companies previously registered with the index code database **104**; and index the search results **118**, **118'** in paginated format of predetermined length with a predefined number of search results **118**, **118'** viewable as a preview **128** by a mouseover of at least one page number **130** as displayed on the search results page **122**, without having to further click on the page number **130** to be directed to a secondary results page **130** to view the search results **118**, **118'** in an expanded form.

Storage means **134** may comprise of a storage device and may include memory, such as, but is not limited to, read-only memory, such as CD-ROMs, DVDs, floppy disks, and the like, read and write memory, such as a hard drive, floppy disc, CD-R, CD-RW, DVD-ROM, DVD-R, DVD-RW, solid state memory, such as solid state hard drives, flash memory, and the like, and random access memory. Storage means **134** may be used to store information, such as index code database **104**, which may store the index listing **124**, company's registration information, company's profile **106**, internet protocol addresses, eligibility conditions, search results **118**, **118'**, search results page **122**, and the like.

Searchable code index **126** may be an acronym or another shortened form of the registered company's name. In some instances the shortened form or acronym may be unavailable e.g. because a prior registrant may already have been assigned the identical searchable code index **126**. In some embodiments, the search code index **126** may be supplied by the company, e.g. at registration. In other embodiments, a computer random generator algorithm executable by the search index module **108** generates unique searchable code indexes **126**, **126'** for participating companies.

As shown in FIGS. **1**B & **1**C, in some embodiments the system **100** and method disclosed herein is accessible as an application program **136**, accessible via a Uniform Resource Locator ("URL") on the World Wide Web, i.e. the Internet. In some embodiments, the user may download or install the application program **136** toolbar to conduct searches and access search results, **118**, **118'**.

Once the application program **136** has been activated, and a search query **114** has been entered, e.g. "JOBS," system **100** receives the search query **114** and interfaces with at least one or more third-party search engines **116**, **116'** for the third-party search engines **116**, **116'** to conduct a search using the at least one search query **114** and to retrieve at least one or a plurality of search results **118**, **118'** from the third-party search engine's search. Simultaneously the search index module **108** searches the index code database **104** using the at least one search query **114** (for "JOBS") to electronically retrieve query hits **120** identifying at least one or more companies previously registered with the index code database **104** identifiable as being responsive to the at least one search query **114**.

Search index module's computer executable instruction code **110** is also configured to display concurrently on a search results page **122**, the search results **118**, **118'** from the third party search engine's search and the query hits **120**, **120'** from the index code database **104** search displayed as an index listing **124** of at least one or more searchable code indexes **126**, **126** based on prior registration information obtained from companies previously registered with the index code database **104**; and index the search results **118**, **118'** in paginated format of predetermined length with a predefined number of search results **118**, **118'** viewable as a preview **128** by a mouseover of at least one page number **130** as displayed on the search results page **122** as shown in FIG. **2**.

It is understood that the index listing **124** is created using all registered company profiles **106**, **106'** that have qualified for registerability with the system **100** and method. The index listing **124** is displayed simultaneously with the third-party engine's search results **118**, **118'**. In some embodiments, the index listing **124** is displayed as a plurality of columns **202**, **202'** to the right or to the left of the third-party engine's search results **118**, **118'**. In other embodiments, the index listing **124** is displayed as a row **204** (not shown) at the top or bottom of the third-party engine's search results **118**, **118'**.

As shown in FIG. **2**, an exemplary search query **114** for "JOBS" returned third-party engine's search results **118**, **118'** as displayed. Displayed in conjunction with the third-party engine's search results **118**, **118'** are columns **202**, **202'** of the index listing **124**, representative of query hits **120** from the index database **104** using the search query **114**. The index listing **124** comprises of searchable code indexes **126**, **126'** of previously registered companies **122**, **122'**, searchable via clickable search icons **126**, **126'** that are responsive to the search query **114**. In some embodiments, the index listing **124** is published in graphics and/or audio.

In this manner, the search results page **122** readily convey search results **118**, **118'** and query hits **120**, **120'** in a manner that is convenient for expedient review for the user. On the exemplary search result page **122** shown in FIG. **2**, the user can readily deduce that the search results **118**, **118'** and query hits **120** displayed as code indexes **126**, **126'** in the index listing **124** have a stronger likelihood of being responsive to the search query **114**, i.e. potential job openings for the individual job seeker since only those companies responsive to

the search query **114** for "JOBS" in the index code database **104** will be displayed in the index listing **124** that comprises of a finite group

Adjacent to the code indexes **126**, **126'** are clickable search icon **206** designated by a magnifying glass shaped search icon **206** with either a minus or plus sign within. It is understood that the search icon **206** could be in any particular geometric shape or other configuration. In some embodiments, the plus sign within the magnifying glass may indicate a company interest in providing a call back pursuant to a permission based request, while a minus sign may indicate a preference by the registered company that the user go directly to a company directed website without an opportunity for a callback, or vice versa.

The clickable search icon **206** allows an individual to initiate a search and obtain additional search results **118**, **118'** for the company identified by the code index **126**. In some embodiments, no clickable search icon **206** is displayed, but rather a review of the company's profile **106** is available by clicking the searchable code index **116** itself.

In some embodiments, this additional/secondary search is restricted to the electronic database **104** based on the company's registered profile information **106** or other stored registration information, while in other embodiments the additional search also incorporates at least one or more third party searches and results **118**. However, by requesting the additional search using the clickable search icon **206**, the search is conducted and the results displayed as a preview, summary or in fully expanded form.

FIGS. **3**A-**3**F show a system **300** in accordance with one embodiment. Search index module **108** includes computer executable instruction code **110** configured to track variables determinative of the type of lead for an electronic lead generation form **302** based on the level of the review and/or identity of verifiable individual contact information **304**. Variables being tracked include but are not limited to: the length of time expended in reviewing the company's profile **106** during a review session, number of additional related searches based on keywords within the company's profile **106**, number of keystrokes within any given review session to determine whether the search is active or latent because of session time out or computer in sleep mode. As shown in FIG. **3**A, in some embodiments, the type of lead is determined solely on verification of the individual's contact information **304**, e.g. the President of the United States, or a President of a multi-national corporation, wherein the computer executable instruction code **110** authenticates the individual's contact information **304**. In that event, when the "President" requests a follow up call by completing an electronic lead generation form **302**, the key **306** is indicative of a hot lead even if the other measured variables indicate a minimal level of review. In some embodiments, the key **306** may include a plus sign to indicate a hot lead, a minus sign to indicate a cold lead and a wavy symbol for warm lead. It is understood that the key **306** may comprise of any visual indicator that is well known and used in the arts.

If an individual, e.g. a potential purchaser, investor, employee or otherwise has an interest in for example a follow up call after reviewing the company's profile **106**, the individual may request a callback by completing the online lead generation form **302** as shown in FIG. **3**A.

The computer executable instruction code **110** of the search index module **108** and/or the processor **112** are operative to determine the level of review of the at least one company's profile **106**; and generate an electronic lead generation form **302** to include a key **306** (not shown) indicative of the type of lead based on the level of review of the company's profile **106** or the individual's contact information **132**. The server index module **108** is configured to publish the lead generation form **302** to the corresponding company whose profile **106** was reviewed. Accordingly, companies now have a clearer assessment of the level of interest of the candidates requesting follow up based on the key **306** generated on the lead generation form **302**, which readily provides an immediate visual indicator as to the type of lead depending on the level of review of the company's profile **106** and/or verifiable individual contact information **132**.

In some embodiments, registered companies may utilize the systems **100**, **200**, **300** and methods disclosed herein to shown herein to provide target advertisings, coupons, display purchase orders, receive reservations, display menus and the like. In some embodiments, the user may conduct the additional search within the application **136** and the page clicked from the main search results page **122** will be displayed within the application **136** with the option for requesting the vendor to contact the user based on a permission based callback directly through the application **136** as opposed to transferring out to the company's directed website via a link as shown in FIGS. **3**A-**3**F.

FIG. **4** shows a system **400** according to another embodiment. In some embodiments, when the search query **114** returns a plurality of search results **118**, **118'**, the search index module **108** aggregates the results **118**, **118'** in a hierarchical order from the most responsive to the least responsive results **118**, **118'** displayed in a paginated format of predetermined length (e.g. **20** search results **118**, **118'** per page). However, on occasion the most accurate result may not have been flagged as the most responsive and therefore is not displayed on the main search results page **122**, but instead in an exemplary embodiment, page "7" of the results **118**, **118'**. Under the current search engines **116**, **116'**, a user is unable to view the search result **118**, **118'** on page "7" without leaving the main result page **122**. However, in the systems **100**-**400** and methods described herein, as shown in FIG. **4** on the main results page **122**, the search results **118**, **118'** are displayed in paginated format of predetermined length (e.g. **20** search results **118**, **118'**) with a predefined number of search results **118**, **118** being viewable as a preview **128** by a mouseover of at least one page number **130** as displayed on the search results page **122**. In the exemplary embodiment, by mousing over page number "7" the preview **128** of predefined number (e.g. 3 results) are viewable. In this manner, users can readily preview the top results for each page without leaving the main results page **122**.

Methods

FIG. **5** shows a block diagram depicting a method **500** for conducting searches and displaying search results using the systems **100**-**400** previously described herein, which are incorporated by reference for all methods as though fully restated herein, comprising of activating the search index module **108** to receive at least one search query **114** (step **502**). As previously discussed, search index module **108** may comprise of a software aspect, such as a computer program that comprises of computer executable instruction code **110**, a hardware aspect, such as an integrated hardware module or discrete hardware module, or a combination of hardware and software aspects. Search index module's **108** computer executable instruction code **110** is also configured for interfacing with at least one or a plurality of third-party search engines **116**, **116'**, **116"** for the at least one third-party search engine **116** to conduct the search using the at least one search

query **114** and to retrieve at least one search result **118** from the third-party search engine's search (step **504**).

In some embodiments, search index module's **108** computer executable instruction code **110** is configured to simultaneously, search the index code database **104** using the at least one search query **114** to retrieve electronically, query hits **120**, **120'** identifying one or a plurality of companies previously registered with the index code database **104** identifiable as being responsive to the at least one search query **114** (step **506**). Once the query hits **120**, **120'** are identified, the query hits **120**, **120'** and the corresponding company search indexes **126**, **126'** are retrieved from the index code database **104** for display with the search results **118**, **118'** from the third party search engines **116**, **116'** where they are augmented if needed for the display.

Method **500** further comprises displaying concurrently on a search results page **122**, the search results **118**, **118'** from the third party search engine's and query hits **120**, **120'** from the index code database search displayed as an index listing **124** of at least one or more searchable code indexes **126**, **126** representative of companies that are responsive to the search query **114** based upon prior registration information obtained from companies previously registered with the index code database **104** (step **508**). In this manner, the user has a higher likelihood of success that the query hits **120**, **120'** are very responsive.

Method **500** further comprises indexing the search results **118**, **118'** in paginated format of predetermined length with a predefined number of search results **118**, **118'** viewable as a preview **128** by a mouseover of at least one page number **130** as displayed on the search results page **122** (step **510**). Search results **118**, **118'** may include but is not limited to any one or more of the following: documents, news articles, advertisements, or images and the like and may be provided for display with any one or more of the following: title, description, and electronic link to the source of the search result **118**, e.g. a news article or a company's website, etc. Query hits **120**, **120'** are provided for display with any one or more of the following: code index **126**, icon **206**, key **306**, preview **128** or an electronic link to the source of the index code database **104**, or electronic link to a company directed website, which may be their own or a third party's website with information.

In some embodiments, method **500** further comprises of receiving search results **118**, **118'** from the one or more third party search engine **116**, **116'** search(es) and aggregating the received search results **118**, **118'** from the one or more third party search engine **116**, **116'** search(es) and augmenting for display if needed, e.g. removing or refining the links, enhancing the images displayed, extracting a particular image responsive to the search query **114** and the like. Method **500** further comprises indexing the search results **118**, **118'** according to an hierarchical format for paginated display, wherein the hierarchical format is dependent on any one or more of the following: number of hits received for the search query **114**, relevance to the search query **114**, or geographical location and the like. Once the search results **118**, **118'** have been augmented if necessary and method **500** displays the augmented search for user selection for expanded viewing of the results **118**, **118'**.

As previously mentioned, In some embodiments the computer executable instruction code **110** executable by the at least one processor **112** are further operative to display a preview **128** of the search results **118**, **118'** from secondary search results pages **122**, **122'** by a mouseover of at least one page number **130**. As such, a user may preview the search results **118**, **118'** from a secondary search results page **122** and make a selection directly from the main results page **122** for the full expanded display of the search result **118** listed on a secondary search page **122**. Accordingly, method **500** receives the selection from the preview **128** for a search result **118**, displayable in full on a secondary (not the main/first) results page **122**, to be displayed without leaving the main results page **122**. Upon receipt of the selection, method **500** further links to the search result **118**, **118'** for the at least one preview **128** for display and displays the search result **118**, **118'** for the at least one preview **128** selected for expanded display of the search result **118**, **118'**.

FIG. **6** shows a block diagram depicting a method **600** for conducting searches and displaying search results. Method **600** comprises of using at least one server **102** (step **602**); using an index code database **104** in electronic communication with the at least one server **102** (step **604**); using a search index module **108** comprising of computer executable instruction code **110** executable by at least one processor **112** (step **606**); and using the at least one processor **112** comprising of computer executable instruction code **110** executable by the at least one processor **112** and configured to perform the functions of the systems **100-400** and methods **500-600** disclosed herein, which may include any one or more of the following: activate the search index module **108** to receive at least one search query **114**; interface with at least one or more third-party search engines **116**, **116'** for the at least one or more third-party search engines **116**, **116'** to conduct the search using the at least one search query **114** and to retrieve at least one search result **118** from the third-party search engines' **116**, **116'** search; simultaneously search the index code database **104** using the at least one search query **114** to retrieve electronically, query hits **120** identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query **114**; display concurrently on a search results page **122**, the search results **118**, **118'** from the third party search engine's search and the query hits **120** from the index code database **104** search displayed as an index listing **124** of at least one or more searchable code indexes **126**, **126'** based on prior registration information obtained from companies previously registered with the index code database **104**; and index the search results **118**, **118** in paginated format of predetermined length with a predefined number of search results **118**, **118'** viewable as a preview by a mouseover of at least one page number **130** as displayed on the search results page **122**.

In some embodiments, the computer executable instruction code executable by the at least one processor is configured to perform any one or more of the following: receive and aggregate received search results **118**, **118'** from the third party search engine search, and index the search results **118**, **118'** according to an hierarchical format for paginated display; display the search results **118**, **118'** in hierarchical format for a paginated display; receive a selection for a display of search results **118**, **118'** in full from at least one preview **128** as shown on the results page **122**; link to the search result **118**, **118'** for the at least one preview **128** for display; and display in full the search result **118** for the at least one preview **128** selected.

Hardware and Operating Environment

This section provides an overview of example hardware and the operating environments in conjunction with which embodiments of the inventive subject matter can be implemented.

A software program may be launched from a computer readable medium in a computer-based system **700** to execute

the functions defined in the software program. Various programming languages may be employed to create software programs designed to implement and perform the method **700** disclosed herein. The programs may be structured in an object-orientated format using an object-oriented language such as Java or C++. Alternatively the programs may be structured in a procedure-oriented format using a procedural language, such as assembly or C. The software components may communicate using a number of mechanisms, such as application program interfaces, or inter-process communication techniques, including remote procedure calls. The teachings of various embodiments are not limited to any particular programming language or environment. Thus, other embodiments may be realized, as discussed regarding FIG. **7** below.

FIG. **7** is a block diagram representing an apparatus **700** according to various embodiments. Such embodiments may comprise a computer, a memory system, a magnetic or optical disk, some other storage device, or any type of electronic device or system. The apparatus **700** may include one or more processor(s) **704** coupled to a machine-accessible medium such as a memory **702** (e.g., a memory including electrical, optical, or electromagnetic elements). The medium may contain associated information **706** (e.g., computer program instruction code, data, or both) which, when accessed, results in a machine (e.g., the processor(s) **704**) performing the activities previously described herein.

The principles of the present disclosure may be applied to all types of computers, systems, and the like, include desktop computers, servers, notebook computers, personal digital assistants, microcomputers, and the like. However, the present disclosure may not be limited to the personal computer.

While the principles of the disclosure have been described herein, it is to be understood by those skilled in the art that this description is made only by way of example and not as a limitation as to the scope of the disclosure. Other embodiments are contemplated within the scope of the present disclosure in addition to the exemplary embodiments shown and described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within the scope of the present disclosure

The foregoing description, for purpose of explanation, has been described with reference to specific embodiments. However, the illustrative discussions above are not intended to be exhaustive or to limit the invention to the precise forms disclosed. Many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, to thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated. Accordingly, while the principles of the disclosure have been described herein, it is to be understood by those skilled in the art that this description is made only by way of example and not as a limitation as to the scope of the disclosure. Other embodiments are contemplated within the scope of the present disclosure in addition to the exemplary embodiments shown and described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within the scope of the present disclosure.

What is claimed is:

1. A system comprising of:

at least one server;

an index code database in electronic communication with the at least one server;

a search index module comprising of computer executable instruction code executable by at least one processor; and

the at least one processor comprising of computer executable instruction code executable by the at least one processor and configured to perform any one or more of the following:

activate the search index module to receive at least one search query;

interface with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search;

simultaneously search the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query;

display concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search displayed as an index listing of at least one or more searchable code indexes based on prior registration information obtained from companies previously registered with the index code database; and

index the search results in paginated format of predetermined length with a predefined number of a plurality of search results viewable as a preview by a mouse over of at least one page number and wherein the preview of the plurality of search results for the at least one page number are displayed on the main search results page without having to further click on the page number to be directed to a secondary results page to view the search results.

2. The system of claim **1**, wherein the search results include any one or more of the following: documents, news articles, advertisements, or images.

3. The system of claim **1**, wherein the search results are provided for display with any one or more of the following: title, description, and electronic link to the source of the search result.

4. The system of claim **1**, wherein the query hits are provided for display with any one or more of the following: code index, icon, key, preview and electronic link to the source of the index code database, or electronic link to a company directed website.

5. The system of claim **1**, wherein the computer executable instruction code executable by the at least one processor are further operative to receive and aggregate received search results from the third party search engine search, index the search results according to an hierarchical format for paginated display.

6. The system of claim **5**, wherein the hierarchical format is dependent on any one or more of the following: number of hits received for the search query, relevance to the search query, or geographical location.

7. The system of claim **1**, wherein the computer executable instruction code executable by the at least one processor are further operative to access the link to the at least one preview of the predefined number of search results directly from the results page.

8. The system of claim **1**, wherein the computer executable instruction code executable by the at least one processor are further operative to link to the search result for the at least one preview for display.

9. The system of claim 1, wherein the computer executable instruction code executable by the at least one processor are further operative to display in full the search result for the at least one preview selected.

10. A method comprising of:

activating the search index module to receive at least one search query;

interfacing with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search;

simultaneously searching the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query;

displaying concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search displayed as an index listing of at least one or more searchable code indexes based on prior registration information obtained from companies previously registered with the index code database; and

indexing the search results in paginated format of predetermined length with a predefined number of a plurality of search results viewable as a preview by a mouse over of at least one page number and wherein the preview of the plurality of search results for the at least one page number are displayed on the main search results page without having to further click on the page number to be directed to a secondary results page to view the search results.

11. The method of claim 10, wherein the search results include any one or more of the following: documents, news articles, advertisements, or images.

12. The method of claim 10, wherein the search results are provided for display with any one or more of the following: title, description, and electronic link to the source of the search result.

13. The method of claim 10, wherein the query hits are provided for display with any one or more of the following: code index, icon, key, preview and electronic link to the source of the index code database, or electronic link to the company' website.

14. The method of claim 10, further comprising receive and aggregate received search results from the third party search engine search, and index the search results according to an hierarchical format for paginated display.

15. The method of claim 10, further comprising displaying the search results.

16. The method of claim 14, wherein the hierarchical format is dependent on any one or more of the following: number of hits received for the search query, relevance to the search query, or geographical location.

17. The method of claim 10, further comprising: receiving a selection for a display of search results in full from at least one preview as shown on the results page.

18. The method of claim 10, further comprising linking the search result for the at least one preview for display.

19. The method of claim 10, further comprising displaying in full the search result for the at least one preview selected.

20. A method comprising:

using at least one server;

using an index code database in electronic communication with the at least one server;

using a search index module comprising of computer executable instruction code executable by at least one processor; and

using the at least one processor comprising of computer executable instruction code executable by the at least one processor and configured to perform any one or more of the following:

activate the search index module to receive at least one search query;

interface with at least one third-party search engine for the at least one third-party search engine to conduct the search using the at least one search query and to retrieve at least one search result from the third-party search engine's search;

simultaneously search the index code database using the at least one search query to retrieve electronically, query hits identifying one or a plurality of companies previously registered with the index code database identifiable as being responsive to the at least one search query;

display concurrently on a search results page, the search results from the third party search engine's search and the query hits from the index code database search displayed as an index listing of at least one or more searchable code indexes based on prior registration information obtained from companies previously registered with the index code database; and

index the search results in paginated format of predetermined length with a predefined number of a plurality of search results viewable as a preview by a mouse over of at least one page number and wherein the preview of the plurality of search results for the at least one page number are displayed on the main search results page without having to further click on the page number to be directed to a secondary results page to view the search results.

21. The method of claim 20, wherein the computer executable instruction code executable by the at least one processor is configured to perform any one or more of the following:

receive and aggregate received search results from the third party search engine search, and index the search results according to an hierarchical format for paginated display;

display the search results in hierarchical format for a paginated display;

receive a selection for a display of search results in full from at least one preview as shown on the results page;

link to the search result for the at least one preview for display; and

display in full the search result for the at least one preview selected.

* * * * *